PUBLISHED WEEKLY • 11TH YEAR OF PUBLICATION

File Copy
4/30/51

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

february

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
						7
8		10	11	12	13	14
15		17	18	19	20	21
22		24	25	26	27	28
29	30					

WEEK OF

may

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
2	3	4	5	6	7	⅛
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
2	3	4	5	6	7	⅛
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, APRIL 30, 1951

Monday April 30 12:45 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON	MURRAY NIEMAN	HOTEL PIERRE COTILLION ROOM

"Gowns and Interiors For Today's Woman"--special showing of gowns for Summer by Murray Nieman, coordinated with interiors, created by James L.G Mitton, at benefit luncheon for the Vacation Camp and Dormitory for the Blind. Hats--Margaret Cody. Furs--David's 57th Street. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.

Beginning Monday April 30	OPENING OF FALL COLLECTION	KORET OF CALIFORNIA	1407 BROADWAY SUITE 3408

Daily showings of Stephanie Koret's Fall collection in N.Y. showroom, including "Wonder Washables" pair-offs. By appointment only. Contact: Sol Schapiro, LO. 5-2442. Publicity: Alice White or Peggy Lynn of Abbott Kimball,Co., PL. 3-9600.

Beginning Monday April 30- May 5	CENTURY-OLD LINGERIE FASHIONS ON EXHIBIT	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Women's aprons and lingerie, gowns, chemises, and household items, created in Swiss handwoven linens and hand-made during the 19th Century, will be on display. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.

Tuesday May 1 9:00 A.M. Breakfast	PRESS PREVIEW OF "INDORABLE" FASHIONS	BURLINGTON MILLS	HAMPSHIRE HOUSE COTTAGE

Burlington Mills will present "Indorables"--a showing of at-home fashions, highlighting Burlington's newest fabric idea. By invitation only. Publicity: Paul Menneg, LO. 4-5000.

Tuesday May 1 12:45 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM

Special presentation of Summer fashions during luncheon for the benefit of the Bay Ridge Group of Hadassah. Gowns--Ingrid Haute Couture. Furs--K. Hartenstein. Accessories and Casuals--Beryl and Joan, Inc. Shoes--Nancy Haggerty. Beachwear--Miss Hilbrun. Scarves--Vera. Hair Styles--Albert Carter. Show Coordinator and Contact: Rosalyn Bader, MA. 2-4660. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford,TE. 8-8000.

Tuesday May 1 1:00 P.M. Luncheon	SHOWING OF SUMMER FASHIONS AT LUNCHEON	GOTHÉ ORIGINALS; & JULIUS GREEN FURS	ST. MORITZ HOTEL 50 CENTRAL PARK SO.

Presentation of Gothé afternoon and evening Summer fashions; and Julius Green furs at "Fun With Fashions" luncheon show. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: Headwaiter, PL. 5-5800. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.

COPYRIGHT, 1951, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 1 2:15 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Sydell-Marie-Yates will present a benefit showing of Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.		
Tuesday May 1 2:30 P.M.	SHOWING OF SUMMER FASHIONS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Presentation of a collection of dresses and beachwear for Summer by Martin's. Open to public. Publicity: Pat Ellis, TR. 5-3100.		
Tuesday May 1 4:30 P.M. Cocktails	PRESS SHOW: FALL SHOE FASHIONS	MADEMOISELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
	Cocktail party and press showing of Mademoiselle Shoe Originals for Fall. Press invited. For reservations; contact: Rosemary Reilly, LO. 4-3350.		
May 1	CHILD HEALTH DAY (Tuesday).		
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Subject: "Future Packaging"--"What's In It?" Speaker: James R. Turnbull, General Manager of Sales, Plastics Division, Monsanto Chemical Co. "What Of It?" Edgar Kaufman, Jr., Research Assistant and Consultant on Industrial Design at Museum of Modern Art. Chairman: Beatrice Castle. Price (including tax and tip): $3.75 for members; $4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.		
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	"Fashion Gaiety"--Arnold Constable will present fashions in the exciting young mood of Summer, 1951. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday May 2 12:45 P.M. Luncheon	COLLECTION OF SUMMER CASUALS AT LUNCHEON	del MAR	HOTEL PIERRE COTILLION ROOM
	Summer collection of casuals for daytime and evening wear, designed by Clifford, will be presented by del Mar at a benefit luncheon for the N.Y. Women's Bible Society. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. del Mar Publicity: Ruth Hammer Assoc., EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday May 2 4:30 P.M. Cocktails	PRESS PREVIEW FOR ACCESSORY EDITORS	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
	Stanley Herzman will present the early Fall collection of Carol Stanley scarves and stoles to accessory editors only. Official press preview for all fashion editors on Tuesday, May 29 at 10:00 A.M. (See Pg. 6). By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Thursday May 3 11:00 A.M. Champagne	FALL COLLECTION AT PRESS PREVIEW	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Presentation to the press of Leonard Arkin's collection of Fall dresses, suits and ensembles. By invitation only. Publicity: Ann Rabin, WI.7-5324.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 3 12:30 P.M. Luncheon	"DACRON" (FIBER V) PREVIEW FOR PRESS	DU PONT COMPANY	HOTEL PIERRE ROOF GARDEN
	"An Introduction to DACRON Polyester Fiber" by the Du Pont Company, Dr. L. L. Larson, Sales Development Manager, will discuss the outlook for this new fiber in the apparel field, at a luncheon for the fashion press. By invitation only. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.		
Thursday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	SAKS 34TH STREET	HOTEL PLAZA PERSIAN ROOM
	"City Cottons"--Saks 34th will present a luncheon showing of Summer cottons for women who work. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks 34th Publicity: Rita Dobbins, LA. 4-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Postponed May 3	RAYMODES NEGLIGEES PRESS PREVIEW, ORIGINALLY SCHEDULED FOR THURSDAY, MAY 3, AT 4:00 P.M., HAS BEEN POSTPONED TO WEDNESDAY, MAY 9 AT 3:00 P.M.(See Pg.4).		
Thursday May 3 7:30 P.M.	NINTH SESSION: PUBLICITY WORKSHOP	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
	Subject: "Publicity and the Retail Store". Speakers: Lucia Foreman, merchandise editor, "Look" Magazine; Rea Lubar, director of public relations, Lord & Taylor; Catherine Perry of Advance Pattern Company. Discussion--merchandising publicity with magazine and retail stores. Director: Ellen Lind. Fee: $2.50. Contact: Henrietta Gilbert, MU. 8-1837.		
May 5	NAT'L SPRING NOTION WEEK (May 5-May 12). Contact: George Pounder,LE.2-4455.		
May 6	SAN FRANCISCO FALL MARKET WEEK (May 6-May 10).		
Monday May 7 10:00 A.M. Press Preview; 2:00 P.M. Trade Show	SHOWING OF FALL SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
	Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. Press preview: 10:00 A.M. By invitation only. Trade Show: 2:00 P.M. For tickets: contact: Edward Atkins, 51 East 42nd Street, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Monday May 7 11:00 A.M. Luncheon	PREVIEW OF FALL LINE IN LOS ANGELES	HOWARD GREER	2020 STONER AVENUE LOS ANGELES, CALIF.
	Howard Greer's showing of Fall and Winter fashions for press, retailers and buying offices. Showing at 11:00 A.M., to be followed by luncheon, in the newly opened Los Angeles Showroom. By invitation only. Contact: Howard Greer, 2020 Stoner Avenue, Los Angeles 25, Calif.		
Wednesday May 9 12:30 P.M. Luncheon	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	"Summer Excitement"--Saks Fifth Avenue will present a collection of Summer fashions, including David Crystal, Izod of London, and Haymaker Separates. Accessories--Saks Fifth Avenue. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publ.: Madeleine Riordan, EL.5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 9 3:00 P.M. Cocktails	PREVIEW OF HOSTESS GOWNS BY JEAN DESSES	RAYMODES NEGLIGESS, INC. (105 MADISON AVENUE)	SHERRY-NETHERLAND CARNAVAL ROOM
	Raymodes Negligees will invite the press to a cocktail party and showing of the Fall collection of hostess gowns, designed exclusively for them by Jean Desses. (Note Change of Date, Time and Place). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 14 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
	Press showing of the Christian Dior-New York 1951 Fall and Winter collection at 10:30 A.M. Presentation to the trade at 2:30 P.M. By invitation.		
Monday May 14 4:00 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
	Annual fashion show by students in the Department of Costume Design and Construction of Parsons School of Design (a non-profit institution of higher education). Admission (tax included): $1.20, afternoon; $2.40 evening. Contact: Elizabeth Wenig, PL. 8-2943.		
Monday May 14	OPENING OF BELMONT RACE TRACK (May 14-June 21). Contact: John McClain, News Contacts, CO. 5-3166.		
May 14	SECOND ANNUAL IRISH LINEN WEEK. Publicity: Eleanor Rowlands, LE. 2-9292.		
Tuesday May 15-May 16 9:00 A.M. Breakfast	FALL COLLECTION OF COORDINATED SEPARATES	NELLY DE GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	The press and trade will be invited to a breakfast showing on Tuesday, May 15 and Wednesday, May 16, of Nelly de Grab's collection of Fall Coordinated Separates. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 15 11:00 A.M. Buffet	PREVIEW OF BRIDAL HEADDRESSES & HATS	EDWARD E. BERGER, INC. (218 WEST 40TH STREET)	530 SEVENTH AVENUE V. MAXWELL'S SHOWROOM
	"Abstract Art In Bridal Fashions"--Edward E. Berger will present headdresses and hats for the bridal party, designed by Fran Whitney. Show will be followed by buffet luncheon. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
	The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, DI. 4-8575 or Mitchell 3-8737.		
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY FASHIONS FOR FALL	LINSK OF PHILADELPHIA & CALIFORNIA, INC.	HOTEL AMBASSADOR EMBASSY ROOM
	Presentation of Fall collection of Betty Barclay dresses for juniors, by Linsk of Philadelphia and California. By invitation only. Publicity: Edgar Herz, Williams Advertising Agency, MU. 6-3055.		
May 15	ANNUAL TOILET GOODS CONVENTION (May 15-May 17). Contact: CO. 5-5443.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Presentation of sheers for Summer by Russeks Fifth Avenue at a luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Thursday May 17 9:15 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION	del MAR (498 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK. W.
	Preview of the del Mar collection for Fall. Show at 10:00 A.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"We Know What We Want! Do you?" A consumer panel of three will tell the experts what customers do and do not like about home furnishings--and advertising and editorial presentation today. Summation by Nadine E. Miller, director of press and public relations, C.E. Hooper, Inc. Chairman: Melva Chesrown. Price (including tax and tip): $3.75 for members; $4.00 for guests (members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Tuesday May 22 9:00 A.M. Breakfast	BREAKFAST PREVIEW OF FALL SPORTSWEAR	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Showing of Raissa Masket's Fall Sportswear collection of "Inseparables". By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 22 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR.
	Cocktail party for press and trade, and presentation of Lotte of Drewyn's collection of "Creative Sportswear" for Fall. Showing at 4:00 P.M. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 22 6:30 P.M. Dinner	BACK-TO-SCHOOL FALL FASHION SHOW	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS' ASSN.	HOTEL STATLER GRAND BALLROOM
	The Infants', Children's and Teens' Wear Buyers" Association back-to-school Fall fashion show. Included will be a collection of Paris and American originals. Tickets: $10.00. Contact: Cecilia Cooper, BR.9-9624. Press by invitation. Publicity: Eleanor Kairalla Agency, MU. 8-1172.		
Wednesday May 23 9:00 A.M. And 10:15 A.M. Breakfast	PREVIEW: FALL LINGERIE & CHILDREN'S APPAREL	THE WILLIAM CARTER COMPANY	100 PARK AVENUE SHOWROOM
	Press showing of Carter's Fall negligees, gowns and slips, designed for juniors, misses and women, at an informal breakfast at 9:00 A.M. Preview of underwear, sleepwear, and specially designed knit fashions by Carter for infants and children at 10:15 A.M. By invitation only. Contact: Helen D. Leaf of Batten, Barton, Durstine & Osborn, Inc. EL. 5-5800.		
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
	Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togeroy (corduroy) for misses, juniors, children and men. Staging by Tom Lee. Cocktails at 4:00 P.M. Showing at 4:30 P.M. By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 24 10:00 A.M. Clinic 12:00 Noon Luncheon	ANNUAL FASHION CLINIC & EXHIBIT	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	The 1951 Parents' Magazine "Fall Fashion Clinic", with an exhibit of fabrics and fashions, to be advertised in the August and September issues; also, a presentation of back-to-school fashions for children, girls, boys and small teens. Clinic Director: Mrs. Beryl Tucker, fashion editor of "Parents" Magazine. Luncheon at 12:00 Noon, in the Belvedere Room. Speakers: Joseph Meade, Children's Merchandise Manager, Rich's, Atlanta, Ga., and Mr. E.B. Foskett, Managing Director, Customer Audit Bureau, Inc., N.Y.C. Press by invitation. Tickets: $7.50 (clinic); $5.00 (luncheon); $12.50 (clinic and luncheon). Contact: Monroe E. Michels, MU. 5-4400.		
Thursday May 24 10:30 A.M. And 2:30 P.M.	FALL SHOWING: TOWN & COUNTRY COLLECTION	EDWARD I. SCHAINMAN	1384 BROADWAY SHOWROOM-9TH FLOOR
	Fall presentation of suits, coats and sportswear, designed by Robert Bart for Edward I. Schainman. Showings at 10:30 A.M. and 2:30 P.M. By invitation only. Publicity: Elaine Kramer, LO. 3-3732.		
Thursday May 24 11:00 A.M. Buffet	PRESS SHOWING OF ADVANCE FALL HATS	FRANCES & WALTER NELKIN	15 WEST 39TH STREET SALON
	First press showing by Frances and Walter Nelkin with a presentation of their advance Fall millinery. Show followed by buffet. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Thursday May 24 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ARNOLD & FOX, INC.	PLACE TO BE ANNOUNCED
	Arnold & Fox will present a collection of suits for Fall at a preview for the press. By invitation only. Showings to the trade at 3:30 P.M., daily, June 5, 6, 7, 12, and 13. Contact: CH. 4-3916. Publicity: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.		
Tuesday May 29 10:00 A.M. Coffee	PRESS PREVIEW: STOLES, SCARVES, HANDKERCHIEFS	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
	Stanley Herzman will present the Fall and Winter line of stoles, scarves and handkerchiefs to the press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Tuesday May 29 12:30 P.M. Luncheon	PRESS PREVIEW: FALL & WINTER FUR COLLECTION	RITTER BROS., INC.	HOTEL PIERRE COTILLION ROOM
	The Fall and Winter collection of furs will be presented to the press by Leo Ritter. Showing promptly at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
May 30-June 13	FOURTH ANNUAL LONDON FASHION FORTNIGHT IN LONDON, ENGLAND. Contact: Dorothy Fox, Upper Grosvenor Street, London, W. 1, England.		
Thursday May 31 4:00 P.M.	PRIVATE FALL PREVIEW FOR BUYING OFFICES	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Buying offices will be invited to a private preview of the Fall collection of Horwitz & Duberman. By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily, beginning Tuesday, June 5, presenting Judy 'n Jill back-to-school and career clothes; Alan Graham couture fashions; and formals by Nona. Contact: William Durland, LO. 4-1860.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 4 10:30 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION	FREDRICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Fredrica Furs (Arthur Schwartz, designer) Fall and Winter collection will be presented to the press on Monday, June 4 at 10:30 A.M. By invitation only. Trade showings, Tuesday, June 5 at 10:00 A.M., and daily thereafter. By appointment. Contact: Sylvia Hillard at Fredrica Furs, CH. 4-8685.		
Monday June 4 2:30 P.M.	BONNIE CASHIN'S FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Press preview of Bonnie Cashin's Fall collection, designed for Adler & Adler. By invitation only. Trade showings, Tuesday, June 5 at 10:30 A.M., and daily thereafter. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Beginning Monday June 4	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	Members of the Sportswear Guild include:		
	ADLER & ADLER	KANE-WEILL	ZOLTAN ROSENBERG CO.
	DAVIDOW	MUTUAL ROSENBLOOM	SPORT-CRAFT, INC.
	DAVID M. GOODSTEIN, INC.	CHARLES NUDELMAN	STAR-MAID DRESSES
Beginning Monday June 4	FOGA TO SHOW FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	MANUFACTURERS' SHOWROOMS
	Members include:		
	LARRY L. ALDRICH CO.	GRABOIS	PAUL PARNES CORP.
	HANSEN BANG, INC.	FRED GREENBERG DRESS CO.	PARNIS-LIVINGSTON
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	CAPRI FROCKS, INC.	HORWITZ & DUBERMAN	RUDOLF GOWNS
	DEITSCH, WERSBA & COPPOLA	INTERNATIONAL DRESS CO.	MARTIN SIMON, INC.
	ELFREDA, INC.	JUNIOR LEAGUE FROCKS CO.	HERBERT SONDHEIM, INC.
	BEN J. GAM, INC.	NAT KAPLAN, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	MILMONT GOWNS CO.	TALMACK, INC.
		NATHAN-STRONG, INC.	HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
	"Mademoiselle's" 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, PL. 9-2080.		
Tuesday June 5 11:00 A.M.	PREVIEW: FALL COLLECTION DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
	Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. Beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M. there will be daily trade showings of the Frank Gallant collection, including the group of clothes by Brigance. Contact: Herbert Gallant, LA. 4-7286.		
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 6 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
	Preview of the Pattullo-Jo Copeland collection for Fall. By invitation only. Trade opening, Monday, June 11, at 10:30 A.M. By appointment. Contact: Sam Cohen, LO. 3-5650. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	Prize-winning home-sewn garments, made by non-professional dressmakers, will be modeled at a fashion show, with fashion designers and fashion editors acting as judges. Commentator: Alma Kitchell. Showing at 5:00 P.M. By invitation only. Publicity: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.		
Thursday June 7 12:30 P.M. Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation only. Showings to the trade beginning Monday, June 11 at 2:30 P.M.; Tuesday, June 12 at 10:30 A.M. and 2:30 P.M.; and daily thereafter at 2:30 P.M. Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.		
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM--6TH FLOOR
	The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.		
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER	LAWRENCE GAINES	43 WEST 54TH STREET SALON
	Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.		
Friday June 8 3:30 P.M.	PRESS & TRADE PREVIEW OF RABBIT FUR FASHIONS	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
	Press and trade will be invited to a showing of a new group of fashions in rabbit fur, including costumes by leading designers of furs, sportswear, coats, suits, millinery, and accessories. Showing promptly at 4:00 P.M. By invitation only. Fashion Director and Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.		
Sunday June 10 9:00 P.M.	SHOWING OF FASHIONS FROM AMERICAN THEATRE	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	46TH STREET THEATRE 266 WEST 46TH STREET
	The Society of New York Dress Deisgners, in cooperation with the Council of the Living Theatre, (celebrating the 200th Anniversary of the American Theatre) will present dresses, based on originals and modifications, featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: $10.00. Contact: Belle Burke, LA. 4-7950.		
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
	The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 12 4:00 P.M. Champagne; 4:30 P.M. Show	FALL LINGERIE PREMIERE FOR PRESS AND TRADE	SCHIAPARELLI COUTURE LINGERIE, INC.	WALDORF-ASTORIA GRAND BALLROOM
	Fashion preview of the first American-made Couture Lingerie designed by Elsa Schiaparelli. Collection for Fall 1951 will include gowns, negligees, peignoirs, slips, petticoats, etc. Champagne reception at 4:00 P.M.; showing at 4:30 P.M. Settings: Lester Gaba. By invitation only. Show Director & Publ.: Terry Quimby, Lawrence Boles Hicks, Inc., LO. 4-6510.		
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
	Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection at a preview for press and trade, in the Crystal Ballroom of the Park Lane Hotel. By invitation only. Contact at Reich Goldfarb: Barbara Banks, WI. 7-5374. Contact for press: Eleanor Lambert, MU. 8-2130.		
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
	One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.		
Thursday June 14 7:00 P.M. Dinner	PARIS-INSPIRED BLOUSES AT FASHION SHOWING	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
	The National Association of Blouse Manufacturers will present a dinner showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piguet, will be shown on the runway, along with the American adaptations. Show at 9:00 P.M. Press by invitation. Tickets: $25.00; contact: National Association of Blouse Manufacturers, LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.		
Wednesday June 20 11:45 A.M.	PRESS SHOWING OF SUN GLASSES	L. J. HOUZE CONVEX GLASS CO.	PLACE TO BE ANNOUNCED
	"Sun Glasses On Parade"--press preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. Cocktails at 11:45 A.M., to be followed by luncheon. Fashion show will tie-in with National Sun Glass Week (June 25-July 2). By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, Inc., LA. 4-1420.		
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
	The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
	The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Dinner and show: $20.00; Mezzanine: show only: $10.00. Contact: Millinery Stab. Commission, 1450 Broadway, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.		

MOVIES...TELEVISION...THEATRE

Friday
April 27

PREMIERE: "THE FIRST LEGION" (Movie) LOEW'S STATE, B'WAY & 45TH STREET
United Artists' release of Sedif Pictures Corporation film, starring Charles Boyer in an adaptation of Emmet Lavery's play about a modern miracle in a small western town. Cast includes: William Demarest, Lyle Bettger, Walter Hampden and Barbara Rush. Producer and Director: Douglas Sirk. Publicity: Tess Michaels, CI. 5-6000.

Sunday
April 29

OPENING: "THE LITTLE BLUE LIGHT" ANTA PLAYHOUSE, 245 WEST 52ND STREET
The ninth play in the series of the American National Theatre and Academy (ANTA) productions will be Edmund Wilson's play adapted from his book "Memoirs of Hecate County". Stars: Melvyn Douglas and Burgess Meredith. Director: Albert Marre. Settings: Lester Polakov. Costumes: Robert Fletcher. Publicity: Bill Doll, JU. 2-4976.

Monday
April 30
3:30 P.M.

TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Arlene Francis, mistress of ceremonies, will present Joset Walker's Summer collection on "Fashion Magic" television program. Publicity: Helen Brattrud, PL. 5-2000.

Thursday
May 3

PREMIERE: "THE GREAT CARUSO" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST.
MGM will present a technicolor motion picture based on the life of the famous tenor and opera star, Enrico Caruso. Stars: Mario Lanza, Ann Blyth, Dorothy Kirsten. Director: Richard Thorpe. Prod: Joe Pasternak. Costumes: Helen Rose & Gile Steele. Publ.: Herbert Crooker, JU. 2-2000.

Sunday
May 6

BENEFIT: ANTA ALBUM ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Jean Dalrymple will present the annual ANTA Album for the benefit of the American National Theatre and Academy. Many prominent actors and actresses of the stage will participate in the entertainment, which includes scenes and choruses, from plays and musicals of past and current seasons. Musical Director: Max Meth. Tickets: $6.00-$100.00. Publicity: Bill Doll, ~~JU. 2-4976.~~ MU 2-6129

Tuesday
May 8

OPENING: "STALAG 17" 48TH STREET THEATRE, 158 WEST 48TH ST.
Jose Ferrer, in association with Richard Condon, will present a comedy melodrama by Donald Bevan and Edmund Trzcinski, about American fliers imprisoned in a German camp during World War II. All-male cast is headed by John Ericson, Robert Strauss, Laurence Hugo and Harvey Lembeck. Director: Jose Ferrer. Scenery & Lighting: John Robert Lloyd. Costumes: Noel Taylor. Publicity: Dave Lipsky, CH. 4-5185.

Wednesday
May 9-
May 20

OPENING: "DREAM GIRL" CITY CENTER, 131 WEST 55TH STREET
The N.Y. City Theatre Company will present the second comedy in a series of three productions during the Spring Season. Judy Holliday and Don DeFore will star in the Elmer Rice play about a day-dreaming girl who finds adventure and romance. Director: Morton DaCosta. Scenery & Lighting: Eldon Elder. Costumes: Emeline Roche. Publ.: Jean Dalrymple, MU. 8-3847.

Monday
May 14

OPENING: "FLAHOOLEY" BROADHURST THEATRE, 235 WEST 44TH STREET
Cheryl Crawford, in association with E.Y. Harburg and Fred Saidy, will present a new musical written and directed by E.Y. Harburg and Fred Saidy. Stars: Ernest Truex, Jerome Courtland, Edith Atwater, Irwin Corey with Yma Sumac. Music: Sammy Fain. Lyrics: E.Y. Harburg. Dances: Helen Tamiris. Scenery and Lighting: Howard Bay. Costumes: David Ffolkes. Publicity: Wolfe Kaufman, LU. 2-3466.